"An analysis on influence of e-marketing strategies on buying behaviour of Consumers, special reference to Healthcare Sector".

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An analysis on influence of e-marketing strategies on buying behaviour of Consumers, special reference to Healthcare Sector.

INTRODUCTION

Digital technology is increasingly coming into contact with the pharmaceutical and healthcare industry. In fact, pharmaceutical e-Marketing is not a single idea and could be split into three categories: End user (including physicians and hospitals): This is essentially based on supplying experts with studies, scientific data, etc. to start promoting a new drug. New media bulk drugs are a type of e- Marketing strategy used today: This technology sector is not visible to end users and involves mostly established drugs such as antibiotics, antipyretic, etc. The competition gets tougher but remains largely outside the e-Marketing scope. Type of the electronic marketing used – anything from a web-based catalogue to chemical portals. API (Active Pharmaceutical Ingredients): New and perhaps the most exciting area of pharma e- Marketing. APIs are pure business to business because they are only distributed to pharma companies. There are very limited expert personnel in this area, but the industrial sector is about gain serious momentum due to considerable achievements in this area in countries such as India and China. New tech firms enter the market and existing users have had to update their game through branding, distribution, sales and operations. This is mainly due to ease of end-user interaction, less time-consuming involvement, and high cost-effectiveness. In fact, digital marketing has caused to practitioners to become more involved in using social networks and various online tools. Due to the enormous use of social media, people can communicate socially and share information with absolute ease. This also affects the interaction between individuals, practitioners and medical care institutions.

What Is Healthcare Marketing?

Healthcare marketing refers to the process of communications and strategic outreach to attract healthcare customers. It's used to guide consumers through their own healthcare journey while also keeping them engaged in the health system.

Similarly, healthcare marketing strategies are strategies employed by your business to achieve successful healthcare sales. They integrate highly-segmented, multi-platform and targeted online and offline methods to improve your business growth.

Healthcare marketing also focuses on the creation and offering of healthcare related information. It is based on information from different fields and focuses on utilizing traditional marketing principles alongside health promotion.

Typically, you can measure the success of your marketing efforts by using specific metrics, KPIs or marketing ROI.

Why Is Healthcare Marketing Strategy Important?

Healthcare marketing is an important factor that contributes towards sustainable growth. Without it, there'd be significantly less new patients and even loyal patients may end up leaving your business.

Nowadays, there are multiple healthcare options in the same area providing either the same or similar services. As such, how is your business supposed to separate itself from countless others?

This is where your marketing strategy comes in. Effective marketing shows patients that your organization is different from your competitors. Not only this, but it also puts across that your business is the overall better option.

What are the objectives of healthcare technology?

All the above technologies in healthcare have a thing in common; they improve health and patient safety. The use of medical technology tools safeguards patient safety. First, there are alerts on medication, flags and reminders, consultation and diagnosis reports, and the easier availability of patient data.

Here's how different technology trends can contribute to digital transformation in the healthcare industry

- Telemedicine
- Big Data
- Internet of Things
- Virtual Reality
- Artificial Intelligence
- Alexa

1. Telemedicine :

Remember the time when you would schedule an appointment with the doctor and wait for a couple of hours in the hospital or clinic? After getting the tests done, you would have to wait for many days to get results and revisit the doctor.

Thankfully, that's the bygone era.

Many innovative solutions are transforming the way patients interact with healthcare professionals. From searching a doctor to scheduling a virtual appointment and communicating with doctors via video or voice call, telemedicine solutions enable people's access to health professionals on demand.

Telemedicine evolution is one of the most significant transformations in the US healthcare market. In a big country like the USA, where access to healthcare providers is limited, telemedicine is emerging rigorously. 90% of surveyed healthcare executives revealed that organizations started building or integrating a telemedicine system.

One of the best examples of telehealth technology is virtual appointments between patients and doctors. Remote or rural areas where access to healthcare is limited, virtual appointments facilitate patients to communicate with doctors. Patients facing mobility challenges can use telemedicine to interact with health professionals.

Telehealth technology can also be used to manage patients at high risk and enable health professionals to track the patient's conditions and activities remotely via IoT-based health sensors and wearable devices.

It is essential to consider that the telemedicine app or solution should comply with legislation in your targeted regions or country. We have built a telemedicine app for healthcare institutes that facilitate doctors to interact with both existing and new patients and patients to communicate with existing doctors via video, voice or text chat.

2. Using Big Data in Healthcare :

Big Data is transforming the way we analyze, leverage and manage data in every industry. Healthcare is one of the promising industries where it can be implemented to avoid preventable diseases, enhance the quality of life, reduce treatment costs and forecast outbreaks of epidemics.

Health professionals can collect a massive amount of data and find the best strategies to use the data. Using Big Data in Healthcare can have positive and life-saving outcomes.

With emerging technologies, it has become easier to not only collect essential healthcare data but also convert it into valuable insights to provide better care. Using data-driven insights, health professionals can predict and solve an issue before it gets late.

Let's understand how big data can be used in healthcare and what benefits does it provide.

- **Patients prediction for improved staffing :** Healthcare shift manager usually faces an issue of how many people should they put on staff at any specific time. If a manager keeps too many workers, you may have the risk of unwanted labor costs and resources. On the other side, having too few workers can also result in poor customer service outcomes that can be riskier for the patient's health. Big Data can solve this issue. Data from a wide array of sources can be used to generate daily and hourly predictions of how many patients are expected to be at the hospital or clinic. In Paris, four hospitals that are part of the Assistance Publique-Hôpitaux de Paris has used a variety of sources like 10 years of hospital admission records to provide daily and hourly predictions of how many patients are expected to be at the hospital at any specific time.

  Therefore, collecting data and using it to discover patterns to predict behavior can help improve staffing by predicting patients' admission rates.

- **Real-time Alerting :** Real-time alerting is also one of the crucial examples of big data analytics in the healthcare industry. Hospitals use Clinical Decision Support Software to analyze medical data on the spot and provide health practitioners with advice to help them make informed decisions. Wearable devices are used to collect the patient's health data continuously and send it to the cloud. For example, if a patient's heartbeat increases suddenly, the system sends a real-time notification to the doctor who can then take action to lower the rate and reach the patient.

  Since IoT devices generate a massive amount of data, implementing intelligence on it can help health professionals make important decisions and get real-time alerts.

- **Informed Strategic Planning using Health Data :** Big data in healthcare facilitates strategic planning. Healthcare managers can analyze the results of patients' checkups in various demographics groups. Also, they can find out factors that discourage people from taking up treatment. The University of Florida used free global health data and Google Maps to create heat maps targeted at specific issues like chronic diseases and population growth. Therefore, healthcare data can also be used for planning informed strategies.

- **Preventing Human Errors :** Many times, it has been found that the professionals either tend to dispatch a different medication or prescribe a wrong medicine by mistake. Big data can be used to reduce such errors by analyzing prescribed medicine and user data. Prescription data collected from different medical professionals can be monitored using the big data healthcare tool. The software can flag up prescription mistakes made by any physicians and help save many lives.

3. Internet of Things :

Before the introduction of the Internet of Things, patient and doctor interactions were only restricted to physical visits and text communications. Doctors or hospitals had no way to track the patient's health continuously and take action accordingly.

IoT-enabled devices facilitate remote monitoring in the healthcare industry, unlocking the potential to keep patients healthy and safe and allowing physicians to provide better care. Since IoT has made interactions with doctors efficient and easier, it has improved patient satisfaction and engagement.

Also, remote monitoring of patients' health helps in preventing re-admissions and decreasing the duration of stay in the hospital. IoT can also reduce healthcare costs and improves treatment outcomes.

IoT is changing the healthcare industry by remodeling people's interaction in providing healthcare solutions. Implementation of IoT in healthcare benefits physicians, hospitals, patients and insurance companies.

- **IoT for physicians :** With home monitoring equipment embedded with IoT sensors and wearable devices, physicians can monitor patients' health in real-time. IoT allows healthcare professionals to become more watchful and interact with patients proactively. Data gathered from IoT devices can help doctors find out the best treatment process for patients and get the expected outcomes.
- **IoT for patients :** Devices such as fitness bands and wirelessly connected heart rate monitoring cuffs provide patients access to personalized attention. IoT devices are used to remind doctor appointments, calorie count, number of steps taken in a day, blood pressure, heart rate and much more. IoT enables real-time remote monitoring and is beneficial for elderly patients. It uses an alert mechanism and sends a notification to concerned healthcare providers and family members.
- **IoT for hospitals and clinics :** Apart from tracking patients' health, IoT devices can be used in many other areas in hospitals. IoT devices embedded with sensors are used for monitoring the real-time location of medical equipment, including nebulizers, wheelchairs, oxygen pumps and other equipment. Hospitals also have to deal with the spread of infection that is the primary concern for them. IoT-based hygiene monitoring devices assist in preventing patients from getting the infection. For example, smart IoT-enabled cameras can detect if patients are washing or sanitizing their hands before taking a meal or medication or visitors are not sitting close to the patient.

Also, IoT devices can help in managing assets, for example, monitoring refrigerator temperature and humidity.

- **IoT for health insurance companies :** With IoT-connected devices, health insurers can seamlessly perform their underwriting and claims operations. Data captured from health monitoring devices can be used by insurance companies to identify fraudulent claims and detect underwriting prospects.IoT devices introduce transparency between customers and insurers in the underwriting, claims management, risk assessment process and pricing.

  Insurers can retain customers by rewarding them for using and sharing health data captured by IoT devices. They can give incentives if a person keeps track of their routine activities and maintains a healthy lifestyle. It will help insurers reduce claims drastically.

  Insurers can also verify the claims with the help of data generated from IoT devices.

  IoT can contribute to digital transformation in healthcare with the massive amount of data generated by IoT devices. IoT technology has a simple four-step architecture that can imply to any of the industries.

4. Virtual Reality :

Virtual Reality is a technology that uses the computer-generated simulation of a 3-D image or environment that allows a person to hear, see and interact using special equipment, for example, headsets.

The technology creates a simulated environment where users can immerse in. Unlike traditional user interfaces, VR takes users inside a virtual experience instead of only displaying a screen.

The Healthcare industry is adopting virtual reality to deliver better care to patients. For example, one of the patients was getting chemotherapy every week for around 6 years to treat colon cancer. She used to spend her 4.5 hours during the chemo session reading books, chatting or watching TV.

During infusion, she sometimes wanted to go to beaches to relax. Unfortunately, she was unable to go in real life as her skin was too sensitive to go out in the sunlight. But Virtual Reality made her dream come true by simulating a beach-like environment where she could feel like she was sitting on the beach and enjoying the sunbath.

She is not only the one who is fond of using virtual reality in a healthcare setting, but many patients love this experience when getting treated.

From the clinic to medical rooms, the virtual reality is exploding and expected to continue to grow in the coming years. According to the research by GlobeNewsWire, the market for Virtual Reality in Healthcare will reach $7 billion by 2026.

Healthcare is still in its early stages of the technology; therefore, the healthcare industry has started to realize where it can be used and challenges posed by the VR.

Here's how VR can help the healthcare industry:

- **Pain Reduction :** Children's National Hospital in Washington, DC, piloted a program in 2019 that included a virtual reality headset for children who required procedures like removing stitches, sutures and foreign bodies in emergency rooms.

The program involved around 40 children aged between 7 to 23. Each child was provided a VR headset covered in protective gear to cut down germs. Then, children selected between different scenarios, including walking through a jungle, talking with a friendly snake and taking a roller coaster ride. VR headsets were connected to screens so that parents could see what their children were watching.

During the whole activity, kids did not experience any pain and parents were thrilled as their child was happy and tolerated the procedure peacefully.

Therefore, many healthcare institutes are adopting VR technology for pain reduction therapies.

- **Pacing up recovery in physical therapy :**

  With VR, you can make physical therapy for patients more enjoyable by engaging them in a simulated environment. One of the researches revealed that children with cerebral palsy witnessed a significant improvement in their mobility after VR therapy. Neuro Rehab VR, one of the leading providers in Virtual Reality Physical Therapy, has introduced a gamified approach to physical therapy. The company has developed VR training exercises with machine learning to customize each exercise to the patient's therapeutic requirements.

  That's how VR is being used widely in speeding up recovery in physical therapy.

- **VR simulations to understand problems from someone else's perspective :**

  Embodied Labs uses Virtual Reality to simulate what it seems like to live with existing health conditions. It allows people to experience life from someone else's perspective by wearing a VR headset and interacting with 360-degree videos. The company's first lab, We are Alfred, converts users into Alfred, a 74-year old African-American who has high-frequency hearing loss and macular degeneration.

  "Students would put on the headset, and even though they would read in their introduction that they were about to embody Alfred, they would immediately say, 'There's something broken, I cannot see.' Or, 'Turn up the volume, I cannot hear,' and then realize [that was the point]," Shaw, Founder of Embodied Labs, says.

  With VR, Embodied Labs can adjust what wearer cannot or can see and hear.

  Therefore, such VR simulations help people understand how someone suffering from deadly disease feels and experiences. It can also help students who are researching and studying that specific disease to understand its symptoms and what it feels like in real life.

5. Artificial Intelligence :

Artificial Intelligence simplifies the lives of doctors, patients and hospital admins by doing tasks that are usually done by humans at a fraction of cost and in less time.

From finding links between genetic codes to driving surgery-assisting robots, surveying chronic diseases and conducting the risk assessment, AI is reinventing and revitalizing modern healthcare through machines that can comprehend, predict, learn and act.

AI provides a number of advantages over clinical decision-making and traditional analytics. Learning algorithms can become more accurate and precise when they interact with training data. It

allows humans to gain unprecedented insights into care processes, treatment variability, patient outcomes and diagnostics.

Here are some of the ways AI is poised to bring digital transformation in healthcare

- **Diagnosing and reducing errors :** Medical error and misdiagnosing illness led resulted in 10% of all deaths in the US. AI is one of the most exciting technologies that promise to improve diagnostic processes.Large caseloads and incomplete medical histories can result in deadly human errors. However, AI can help predict and diagnose diseases fastly than any medical professionals. For example, in one of the studies, an AI model used algorithms and deep learning to diagnose breast cancer at a higher rate than 11 pathologists.

  Breast cancer is found to be the second leading cause of cancer deaths among women in the US and screening mammography has been observed to reduce mortality.

  Computer-assisted detection and diagnosis (CAD) software have been built in the 1990s to help radiologists enhance the predictive analytics of screening mammography. Unluckily, data suggested that early CAD systems had not led to an improvement in performance.

  However, the remarkable success of deep learning in visual object detection and recognition, deep learning tools assisted radiologists in improving the accuracy of screening mammography.

- **Analytics for Pathology Images :** Pathologists provide one of the essential sources of diagnostic data for providers across the spectrum of care delivery.According to Jeffrey Golden, MD, Chair of the Department of Pathology and a Professor of Pathology at HMS, "Seventy percent of all decisions in healthcare are based on a pathology result. Somewhere between 70 and 75 percent of all the data in an EHR are from a pathology result. So the more accurate we get, and the sooner we get to the right diagnosis, the better we're going to be. That's what digital pathology and AI has the opportunity to deliver."One of the digital pathology platforms, Proscia, uses AI to identify patterns in cancer cells. It helps pathologists remove bottlenecks from data management and leverage AI-enabled image analysis to link data points that support cancer diagnosis and treatment.

  AI can also enhance productivity by exploring features of interest in slides before a clinician reviews the data.

- **Converting smartphone selfies into powerful diagnostic tools :** Harnessing the power of portable devices, experts assume that images captured from smartphones and other sources can be an essential supplement to medical quality imaging – especially in developing nations. Since the quality of smartphones is improving every year, phones can produce images that are viable for analysis by AI algorithms. Some of the researchers in the UK have built a tool that recognizes developmental diseases by analyzing a child's face image. The algorithm can identify discrete features, such as the child's eye and nose placement, jawline and other attributes that indicate a craniofacial abnormality. Therefore, it's an excellent opportunity for us to convert a lot of data into valuable insights. Smartphones can be used to collect images of skin lesions, wounds, medications, infections or eyes to help underserved areas manage a shortage of specialists while reducing the time to diagnosis for some complaints.

- **Management of Electronic Health Records :** Data (including patient information, new research findings and diagnosis details), also called "Electronic Health Record (EHR)," is generated in large volumes every day in the healthcare industry. The implementation of Artificial Intelligence in EHRs helps organizations gain insights to collaborate with patients and make informed decisions. Electronic health record systems, combined with AI, can provide healthcare professionals with the ability to manage their observations instead of adding the data manually. In EHRs, AI provides healthcare professionals the opportunity to examine the existing data and extract significant insights that they can use to give recommendations.AI facilitates healthcare professionals to leverage the information in EHRs, transforming them into virtual assistants that can deliver value to healthcare professionals.

  With AI-powered EHR, healthcare professionals can get notification about things they should consider when recommending a drug or treatment. For example, if a medicine is not good for a patient based on the profiling of patients' genes, the AI-based system can provide a more relevant recommendation.

- **Drug and Vaccine Creation :** Before understanding how AI contributes to the development of drugs, let's understand the cycle of development of drugs. Researchers find out a target protein that's causing the disease. They examine such proteins diligently for a long time. Otherwise, there can be a significant risk of losing a lot of money on the wrong protein. Then, the research protein tries to explore a molecule or a compound that would affect the protein. The compound should be able to modify the protein to determine the disease-causing protein effectively. During the process, ineffective compounds are thrown aside and only safe and efficient compounds are taken ahead for the development of drugs. The entire process is manual and time-consuming; therefore, AI comes into the picture.

  As there are hundreds and thousands of molecules out there, human researchers are not able to test each of these molecules manually. Yet, without testing each of the molecules, it is not possible to determine which molecule would be the most relevant to fight against a specific disease.

  Using AI, first of all, experts would feed in the parameters. They search through all the molecules and every molecule is compared against parameters. The AI-enabled system will keep learning from the generated data and find out one or more compounds that are most equipped to fight the disease.

  Similarly, vaccines can be developed and tested successfully with the help of artificial intelligence.

- **Automating repetitive processes :** AI technology is poised to automate repetitive tasks of the healthcare industry, setting administrators free to work on higher-level ones. From eligibility checks to data migrations and non-judicial claims, everything can be automated so that staffers can emphasize on offering better patient service. Olive, one of the AI-as-a-service tools can be integrated easily into a hospital's existing software, removing the need for expensive downtimes or integrations.

- **Notifying doctors when patients are in trouble :** Many hospitals all over the world are using Google's DeepMind Health AI to help drive patients from diagnosing to treatment efficiently.

The DeepMind Health Program alerts doctors when a patient's health gets worsen and can even assist in the diagnosis of diseases by searching through the massive dataset for related symptoms. By gathering patients' symptoms and entering them into the DeepMind platform, the doctor can detect the disease more efficiently and quickly.

6. Alexa :

The voice assistant from Amazon has already been successful in the lifestyles of people and smart offices. In the next few years, nurses, doctors, patients and pharmacists will be using Alexa in their professions.

Voice technology like Alexa can enable communication between healthcare providers and patients.

- **Enabling Diabetes Patients to Manage their Solution Effectively :** AWS and Merck & Co., Inc. together initiated the Alexa Diabetes Challenge in 2018 with a $250,000 prize pot. Wellpepper became the winner with its Sugarpod, a clinically-tested and Alexa-based digital platform for the management of diabetes.

  Using Sugarpod, Alexa can help diabetics patients handle their treatment and track progress effectively. It shows how Alexa can be implemented to transform chronic diseases such as type 2 diabetes.

- **Enhancing interaction in the hospital :** One of the startups in Los Angeles, Aiva, uses an Alexa-enabled platform to help patients communicate with caretakers like nurses and manage in-house entertainment. With this platform, patients can ask Alexa to switch on/off the television, change the channel and call the caretakers using their mobile phone. It facilitates patients to seek quick assistance and many experts think that this interactive technology can also eliminate loneliness for patients.

- **Managing blood pressure with Alexa Skills :** At a time when life seems stressful, one of the popular medical equipment companies, Omron has launched a watch, called "Heart Guide," which can measure blood pressure and send readings with an Alexa skill.

- **Reducing wait times :**Hospitals can enable Alexa Skills using which patients can fetch contact information for particular departments. Using that Alexa skill, it can save both time and stress by informing patients about the wait time in each clinic or hospital. It helps the patient reach on time and prevents critical situations.

LITERATURE REVIEW

In the context of customer purchasing behaviour, several study works have been carried out to better comprehend the consumer decision-making process; nevertheless, none of these studies have provided remedies in the shape of real-**world operational company's mantras. Also,** most of the purchasing habits of customers have significantly changed, and therefore, the marketing patterns should shift as well. I have made an effort to examine a variety of papers in order to come up with the most efficient and budget-friendly company solutions, particularly following the events of covid-19 times, when the majority of firms that were running were affected by a huge hit. The following is thus something we should go forward with:

Dani, N. J. (2017): The attitudes that consumers have regarding purchasing online and the factors that are associated with it were dissected in this essay. Also covered were the implications of these attitudes. The study was conducted at Kanyakumari, and a total sample size of one hundred people was chosen. The findings of a research that was conducted on the issue of consumer concerns about the significance of security features served as the basis for the solutions that are offered in this article. Time and resources were the two main factors that limited the effectiveness of the study effort.

Yazdi, et.al, (2013), In this article, we covered topics such as the position and relevance of home appliances and their business in Iran, as well as the influence of consumer behaviour on e-marketing and how it is carried out. In addition to this, they have conducted research into the most up-to-date E –marketing tactics in order to give identification of customer behaviour patterns in internet-driven marketing. They have developed associated marketing tactics in addition to providing explanation of the connection between these two aspects of the situation. In addition to this, they have conducted study on the most recent E-marketing tactics. In order for them to attain the objectives that they have set for themselves, they have used two distinct approaches, namely database theorization and quantitative-descriptive surveys.

Kumar, N, et.al, (2017), in the context of an e-marketing strategy, the purpose of this article is to investigate the most important customer behaviours and how those behaviours relate to one another. The Ernakulam district played host to the whole of the research investigation that was carried out. The research included a total of 200 participants as its sample, and its findings point in the direction of ways to enhance the delivery of and advertising for web-based goods and services, with the ultimate goal of meeting the objectives of e-marketing and e-commerce in the long term.

Kumar, M. et.al, (2016), this research study focuses on the understanding of the consumer behaviour about online marketing in Mysore, Karnataka. The increasing usage of the Internet in India provides a developing prospect for the online shopping module. This paper had suggested that if the online marketers are pre-aware about the factors that could influence the behaviour of customers towards online marketing and the existing relationships between them, then they can further develop their affective tailor made marketing strategies to convert potential customers into the active ones. This research also highlights the role of demographic factors like Age, Gender, Income, Marital status affecting the Consumer behaviour towards online marketing.

Swadia, B.U. (2018), the article focuses on the acceptance rate of e-marketing among customers in Jaipur as well as the influence that it has on the consumers' choice to make a purchase. The findings of

the research show that internet use is widespread among individuals of all ages and genders. However, there are considerable disparities between people of different ages and the characteristics of online trading, but these differences have no effect on the gender of the participants.

Rudresha, C. E., (2018), the number of people included in the sample was one hundred, and techniques of random sampling were used to acquire the data. According to the findings of the survey, the majority of consumers do not buy online because they are concerned about the safety of the products they purchase, they do not want to reveal their credit card information, and they believe that shopping in more traditional ways is more pleasurable. However, it also implies that the fact that a significant number of individuals are being drawn towards internet purchasing gives a base for enormous potential for marketers of both today and future. The research came to the conclusion that in the not-too-distant future, internet shopping would replace traditional retail outlets as India's most important marketing and sales channel.

Mihart, C. (2012), one of the most contentious and widely pursued lines of inquiry is integrated marketing communication (IMC), sometimes known as "marketing integration." It uncovered a vast diversity of concepts, ranging from the straightforward coordination of promotional materials to a more methodical and intricate strategic approach. This unknown variety included a wide range of ideas. This article has shed light on some of the fundamental facets that should be reflected upon when making a purchasing choice.

Abrar, K. (2018), the primary objective of this research was to investigate the role that augmented reality plays in the process of creating customer brand engagement as well as identifying the consumer's desire to make a purchase. According to the findings of the research, augmented reality apps and gadgets have the potential to serve as innovative instruments that can be utilized to lure clients online and promote awareness messages. The scope of the investigation was restricted to electronic appliances found in the home. In layman's terms, the study came to the conclusion that augmented reality may increase the customer's intention to make a purchase, but only if the consumer has a high level of competence in making use of such technically sophisticated and highly advanced current apps.

Sharma, A. (2020) : The study began with the observation that the outbreak of the coronavirus (COVID-19) is the first and foremost human tragedy to have taken place anywhere in the world, and that it has had a significant impact on the lives of millions of people in India. This article has offered suggestions for companies along with a perspective on how to proceed in pandemic situations and has made predictions on what may possibly be the prospective implications from the point of view of customers. Throughout the course of COVID-19, this paper considered many aspects of internet marketing from a variety of views and concerns. The study also pertains to concerns about how crises affect the economy of the globe and how policymakers respond to such crises.

Chopra, K. (2016) : This research emphasized a healthy view on the change linked to consumer behaviour as a result of the many steps that were implemented online. It was mentioned that paid media is the ideal weapon that could first be utilized in the circulation, and then it could affect the thoughts of the customers. This was stated in order to increase the online user engagement, user's traffic, as well as the conversions produced by such measures. The point that the researcher sought to drive home was that the significance of social media has increased along with the passing of time, and he did so by

focusing on this argument. The goals of the study were to examine the online initiatives or factors of brands that led towards consumer engagement, thus moulding their attitudes by increasing brand recall and purchase behaviour, and to learn the effects of online content of brands that could lead to moulding their behaviour towards their purchasing choices. In addition, the study aimed to examine the online initiatives or factors of brands that led towards consumer engagement.

Prabhu, J. J. (2020) : In this study, we looked at the concepts that were presented in previously published research on consumers, as well as how various aspects of customer behaviour might inadvertently produce major marketing influencing factors. Last but not least, it sought to forecast the most recent trends in the behaviour of customers. It discussed the split into areas linked to advertising, mental, decision making, and social consequences concerning consumer choice making, in addition to certain particular issues relating to acquisitions, public legislation, and business research. According to the study, the objective of the advertising psychology is to draw all of the competitors into one single camp.

M.Shirisha (2018) has stated that digital marketing is the fastest e-Commerce solution available. We can buy or sell fast in this marketing strategy. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. It really plays an important role in modern commerce system. This system makes our business faster and more accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

Charles Gibson (2018) has explained in their article the rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements. A literature review of the most effective digital marketing approaches, provide companies with valuable tools to target a larger audience, using a combination of emerging technologies and some aspects of traditional marketing. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

Ivan Wibisurya (2018) : This research sought the enhancement effect of timing in several features on the customer's attitude toward LBA and purchase intention. The features used were the content appeal, interactivity, control, attitude toward advertising in general, customization, and intrusiveness. This research was a conclusive study with descriptive design. Data collection was done by offline survey with 160 respondents who had ever received LBA in two different conditions. Meanwhile, data analysis was conducted using Structural Equation Modelling (SEM). The research shows several results. First, content appeal, control, and customization have significant and positive effects on attitude toward LBA. Second, attitude toward LBA has significant and positive effect on customer's purchase intention. Third, timing enhances the positive effect of

customization on attitude toward LBA. Last, timing also enhances the positive effect of attitude toward LBA on customer's purchase intention.

Sanjay Bhayani & Nishant V. Vachhan (2018) : The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facility. which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. No doubt, ecommerce is not yet considered safe in India, but cyber has a highly vibrant and potential market in coming days to win eyeballs of Indians.

LINGUISTICA ANTVERPIENSIA, 2021 Issue-3 www.hivt.be ISSN: 0304-2294 2603 LINGUISTICA ANTVERPIENSIA pursuing digital marketing and to understand the industry, the respective company, and its customers. Furthermore, the main task is to understand the need of Search Engine Optimization (SEO) in field of Med tech and to analyse the company's and their competitors' current choice of keywords, which are essential components when searching for specific search queries such as products or solutions through a search engine (Moz, 2020a). Furthermore, it is also to investigate underlying factors that generate success in terms of a high volume, traffic, and web page properties such as page speed and adaptability (Moz, 2020b). Finally, the research will hopefully clarify the importance of digital marketing, nonetheless SEO within this industry, and discover the possibilities of this new way of optimizing and marketing companies´ products or services. The limitation is the relatively small sampling size of the qualitative method, which is not representing the population of the whole healthcare industry and not the usage of digital marketing. There is no absolute number of sampling size, however, the more respondents, the higher validity. However, it is important to interview people with knowledge of the digital marketing and financials of the companies they operate in, receive as valid results possible.

Lee, Nam, Lee, & Son, 2016 : The global internet penetration changes the way of conducting business. Regardless of any business, rapid technology with fast-changing trends influences consumer's needs. Most organizations depend on information and communication technologies (ICT) to conduct business and marketing strategies. The function of e-commerce in the healthcare industry is vast and broad. A lot of resources in technology had been invested in improving healthcare services, but yet, not all ICT integration succeeded .

Monem, 2016 : Usually, the e-commerce platform is used to transmit patient information from one medical department to another for ease of tracking and keep electronic medical records. The connectivity not only beneficial to patients, doctors, and pharmacies but may improvise the relationship among hospitals, suppliers, and patients. It helps to strengthen each other's dependencies simultaneously. Apart from that, it also acts as a support system whereby doctors can communicate with each other to share problems, knowledge, and expertise in a cost-effective way.

Depietro, Wiarda, & Fleischer, 1990). Humanities & Social Sciences Reviews eISSN: 2395-6518, Vol 8, No 3, 2020, pp 599-609 https://doi.org/10.18510/hssr.2020.8364
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In this study, the TOE model is used to identify the impact of e-commerce usage in the Malaysian healthcare industry. It described the process of technology innovation implementation by the organizations and too determined factors by which the technology usage influenced and its likelihood in organizational, technological, and environmental perspectives.

OBJECTIVES OF THE STUDY

1. To understand the concept and application of digital advertising in marketing.
2. To investigate consumers buying behaviour regarding Digitalisation of Health Care Sector.
3. Aim to know digitalisation in Health care Sector is really cost effective for consumers.

RESEARCH METHODOLOGY:

This is a quantitative online survey-based research. The questionnaires will be distributed among as much as possible. samples from a healthcare provider, namely doctors, hospital management, medical assistant nurses etc. The sample will comprised of male and female both. The data will be analysed by using some appropriate statistical tools to examine the relationship between variables and to test the hypotheses.

Sources of Data:

Data was collected through primary and secondary data sources.

1. Primary Data- Primary data is collected with the help of online designed structured questionnaire.
2. Secondary Data- Secondary data is collected with the help of published journals, websites.

Target Population :

In general, the study has no specified age limit, but the population represented the Residents of Delhi/NCR.

Sampling Size & Technique :

A sampling method is the identification of the precise mechanism by which the entities of the sample.

Will be chosen. We will collect Sample size of as much as will be possible. In this study we will have random probability sampling approach for the convenience of data collection and respondents are picked from various descriptive characteristics.

We will use Some statistical tools in this research according to the need of the study in future.

QUESTIONNAIRE FOR CONSUMERS

Date:_____

Dear Sir / Madam,

- I am working on a Research thesis titled "**ANALYTICAL STUDY OF THE INFLUENCE OF E-MARKETING STRATEGIES ON THE BUYING BEHAVIOUR OF CONSUMERS WITH SPECIAL REFERENCE TO HEALTH-CARE SECTOR**" from **JAYOTI VIDHAPEETH WOMEN'S UNIVERSITY, JAIPUR**
- I will be grateful if you can spare your valuable time and indicate your response by placing a tick mark in the appropriate column in the attached questionnaire.
- My thesis for the Doctoral degree will be based on the valuable information provided by you.
- Your co-operation in this regards is solicited.
- The information that you provide will be used purely for academic research purpose and will be kept
- confidential. If you desire, I will provide a copy of your response, for your reference.
- Thanking you in anticipation.

Questionnaire – I

Note :-

- This study is about **STUDY OF THE INFLUENCE OF E-MARKETING STRATEGIES ON THE BUYING BEHAVIOUR OF CONSUMERS WITH SPECIAL REFERENCE TO HEALTH-CARE SECTOR** and is for research purpose only.
- Please reply by putting a tick (v) in the box corresponding to your answer.
- The questionnaire should take you only a few minutes.
- The results will be treated in strict confidence.

Personal Profile :

1) Name : MR/MRS/MISS._____

2) Address : _____

3) Age : _____

Less than 20 Years	20-40 Years	41-49 Years	51-60 Years	61-70 Years	More than 70 Years

4) Gender : Male / Female

5) Educational

Qualification : Under Graduate/ Graduate/ Post Graduate/ Professional

6) Occupation : Employed / Self-Employed

7) email id : _____

Part 1: General Questions

Q1. Is this your Home town?
A)Yes B) No

Q2.Do you have your Family Doctor?
A)Yes B) No

Q3. Is he located on the place, presently you are ?
A)Yes B) No

Q4. Have you ever gone for any treatment?
A)Yes B) No

Q5. Have you ever find in a situation when you are away from your native city and you faced some health issues?
A)Yes B) No

Q6. In case of some health issues how you decided to consult a doctor??

(a) Directly reach the Family doctor.
(b) Consult with near and dear, which doctor is best in the situation.
(c) Use your mobile to ask from Google to search a doctor near you.

Q7. Have you ever taken online consultation/Treatment with a doctor?
A)Yes B) No

Q8. In Case answer to the Q5 is YES, please mention how do you come to know about the doctor?

(a) Google Ad
(b) You tube Ad
(c) Google Search
(d) Email Marketing

Q9. While searching a doctor online, do you consider :

(a) Experience of the doctors available
(b) Degree or qualifications of doctor available
(c) Distance from your location
(d) Consultation Fee

Q10. Do you find digital health care is more Cost Effective?
A)Yes B) No

Q11. Do you consider is it important to have 'offers and discounts being offered', to book a doctor online?
A)Yes B) No

Q12. Do you search and consider 'Pics & Images' and 'Reviews of the customers', while searching doctor's clinic/Nursing home(s)/Hospital(s)?

(a) Yes, I search and consider Pics & Images doctor's clinic/Nursing homes/Hospitals
(b) Yes, I search and consider
(c) Yes, I search and consider Reviews of the customers
(d) No I don't consider these criteria

Q13. Have you ever approached a doctor's clinic/Nursing home(s)/Hospital(s), after watching an advertisement on Google, youtube or any other digital marketing tool?
A)Yes B) No

Q14.Do you find before and after care is possible with digital tools?
A)Yes B) No

Q15.Do you find digitalisation of Health care is fundamentally transforming the relationship with consumers.
A)Yes B) No

HYPOTHESIS

The hypothesis in this study is:

H1: Social Media has a positive effect on Healthcare Industry Sales Performance.
H2: Digital Marketing have a positive effect on Healthcare Industry Sales Performance.
H3: Social Media has a positive effect on Digital Marketing.

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